

Proceedings, 112th Annual Meeting Medical Library Association, Inc. Seattle, WA May 18–23, 2012

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DOI: <http://dx.doi.org/10.3163/1536-5050.101.1.E1>

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INTRODUCTION

The Medical Library Association (MLA) held its 112th annual meeting in Seattle, Washington, May 18–23, 2012, at the Washington State Convention Center. The meeting theme was “*Growing Opportunities: Changing Our Game.*” Total attendance was 2,007 with 380 participating in continuing education courses. Additional meeting content—including the meeting program and various electronic presentations from business, plenary, poster, and section presentations—can be accessed by meeting registrants via the MLA '12 website.

WELCOME TO MLA '12

Sunday, May 20, 2012

President Gerald J. Perry, AHIP, welcomed attendees to MLA '12 and encouraged the audience to take advantage of all meeting activities, including the exhibits, meetings, and receptions. He continued by urging members to explore Seattle and see some of the many attractions.



A supplemental appendix with the full abstracts of papers and posters presented at MLA '12 is available with the online version of this journal.

President Perry then introduced Valerie Lawrence, chair, Pacific Northwest Chapter, and HEAL-WA resources coordinator, Health Sciences Library, University of Washington–Seattle, who brought greetings from the chapter and welcomed attendees to Seattle.

President Perry returned to the podium to introduce the 2012 National Program Committee (NPC) and the 2012 Local Assistance Committee (LAC): Teresa L. Knott, AHIP, cochair, 2012 NPC, and associate university librarian and director, Tompkins-McCaw Library for the Health Sciences, Virginia Commonwealth University–Richmond; Michelle Kraft, AHIP, cochair, 2012 NPC, and senior medical librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH; Nicole S. Dettmar, cochair, 2012 LAC, and education and assessment coordinator, National Network of Libraries of Medicine, Pacific Northwest Region, Health Sciences Library, University of Washington–Seattle; and Lisa A. Oberg, cochair, 2012 LAC, and head, Outreach Services, Health Sciences Library, University of Washington–Seattle.

Michelle Kraft and Teresa Knott, AHIP: Welcome to Seattle and MLA '12! As we kickoff the 2012 annual meeting, I'd like to recognize those responsible for developing and sharing information about dining around, playing, and visiting Seattle. Members of the local assistance team please stand and be recognized. On behalf of MLA members, thank you for all of your creativity and efforts to help us enjoy our time in the Emerald City!

Our next team to be introduced is the 2012 NPC. Team members coordinated every aspect of the program: papers, plenary speakers, posters, publicity, social media, and videography. Members of the team, can you please stand? Thank you for contributing your time and talent to making this program successful!

Through the course of planning a meeting, there are always players who step in to assist with challenges. We were fortunate to be joined by a team of experienced utility players and some rookies with great energy and ideas. Can our utility players please stand and be recognized? Thank you!

Programming for any annual meeting is a complicated endeavor with many pieces. While the 2012 LAC and NPC handled some of the heavy lifting, MLA members strongly contribute to the annual meeting program. I invite everyone who contributed papers, posters, or videos to stand as well as those who are panelists, moderators, and continuing education instructors. Thank you!

As with most successful teams, MLA has sponsors who support our work and make it possible to hold the annual meeting and share a program. Thank you to our generous sponsors! Please make time to visit with them in the exhibit hall.

Before we leave the stage, there are just two more words that we have for you: Play ball!

Ms. Knott returned to the podium to introduce President Perry who gave his presidential address.

MLA PRESIDENTIAL ADDRESS: GERALD J. PERRY, AHIP (PLENARY SESSION I)

Gerald J. Perry, AHIP: Just last month, I had the opportunity to do something I have long hoped to accomplish. My partner Garry's niece was getting married in Syracuse, home of my alma mater, and we made the trip to celebrate with family. Garry was in fact the minister for the nuptials.

Garry flew in from Tucson, where he works and where we have a home, and I flew in from Denver, where I work and where we have yet another home—two mortgages! Anyway, the wedding provided us with the opportunity to visit Cooperstown, which is about two hours southeast of Syracuse. And so, in this year of my MLA presidency, with “Gamechangers” as my theme and with baseball serving as a metaphor and backdrop for my association year, it seemed fitting that this would be the year I made it to the National Baseball Hall of Fame and Museum.

Visiting Cooperstown was the dream, but I was also a man on a mission. Mine is a family of Mets fans, though my mother favored the Yankees because she came up around the time of the Second World War and, being Italian, she was a fan of DiMaggio, Berra, and the other Italian players. The rest of us, as good lefties, preferred the more proletarian Mets, and for me, the '86 Mets were the ultimate, despite or maybe partially because of their bad boy image.

You can go to Cooperstown and see DiMaggio, Gehrig, Cobb, and Williams honored for the heroes that they were—game changers all. You can see homage to the recently passed Garry Carter of that famed '86 Mets team. But I went looking to see how *my* baseball hero was honored, Mr. Leroy Satchel Paige.

Now, I only spent three hours at the museum and hall, but I didn't find the Mr. Paige of my imagination. Mr. Paige was a man of dreams, invention, and craft. He was that thing that I love best about America, and that is our love of reinvention, our scrappiness, and our determination. He was a legend who played a star role in inventing the myth that surrounds him, and he was unapologetic about it.

I had hoped to find an entire wing dedicated to Mr. Paige! Yes, there was an awesome statue of him in his legendary pitching form. And, yes, there was his plaque in the hall of fame. But in the museum, there were only a few mentions in display timelines, a photo or two. Not nearly the shrine I was hoping to visit and honor.

Mr. Paige famously had six rules for staying young, and his great friend and fellow player in the Negro Leagues, Buck O'Neil, added a seventh. Mr. Paige's rules ostensibly were about staying relevant to the game of baseball, but they really were rules for living one's life.

Mr. Paige's first rule was to “Avoid fried meats which angry up the blood.” For an America facing an obesity crisis, that's not bad nutritional advice!

His second rule was, “If your stomach disputes you, lie down and pacify it with cool thoughts.” That is guided imagery as therapy and evidence that he was nothing if not prescient!

Mr. Paige's third rule was, “Keep the juices flowing by jangling around gently as you move.” I put this one in the category of staying active and always moving, with the confidence that kinesiologists would approve!

The fourth rule is a real charmer: “Go very light on the vices, such as carrying on in society. The social ramble ain't restful.” Last year for the meeting blog, I was asked what some of my suggestions were for first-time meeting attendees. I suggested something similar when I advised getting a good night's sleep. I took some jabs for that one but, hey, I was only echoing the great Satchel Paige!

His fifth rule was, “Avoid running at all times.” I don't know, but I suspect this one relates to the man's sense of style and carriage and command of one's self.

However, of all the rules, it is the sixth that is most often quoted and referenced. Mr. Paige admonished us: “Don't look back. Something might be gaining on you.”

Buck O'Neil was a close friend of Mr. Paige, and he added a seventh rule, which is, “Love what you do.”

I know this has been a long wind-up to get to my point for this address, but it's those last two rules that I'd like talk about with you today.

During the course of my presidency, I've had to figure out just what it is I'm supposed to do. That sounds funny, but truth to tell, even though we're librarians, there is no guidebook or metadata for being president. Our terrific Executive Director Carla J. Funk, CAE, is always there to keep you on the straight and narrow, and we have a calendar and a job description for the post.

But really, in the true spirit of American can-do, the person in the role really needs to make it up as she or he goes along.

So, what does the president do?

Well, in a few words, the president listens, learns, encourages, advocates, and reflects. And, I'm proud to say that with all of your help and support this past year, I did indeed do all those things. You of course will be the best judges of how well I did.

Attending and participating in chapter meetings is by far one of the greatest rewards of serving as president, and it's an outstanding way to listen and learn. My only regret is that I was unable to attend every chapter meeting scheduled this past year. It's at the chapter meetings when you sit down at the end of

a long day for a beer with new friends or you attend a business meeting, a committee gathering, or a plenary, that you hear what's on folks' minds, be it about the association, their work, or the chapter.

It's at these times that people make sense of what they do and that sense-making is really story-telling. I love stories and discerning their meaning. What I heard and learned at the chapter meetings confirmed Mr. Paige's sixth and Mr. O'Neil's seventh rules. As a profession, we are not looking back. We are forging ahead with new services, with new connections to our customers and communities, and with new interpretations of what it means to be a librarian. And, we truly do love what we do. The passion was almost astonishingly evident, in the exhibits, the papers, and poster sessions and in the question-and-answer periods after our many speakers.

And, if I may, we are rightfully getting tired of what Mr. Paige would call looking back—all the hand-wringing we read about and hear when various leaders talk about the crisis in librarianship and the future of libraries. Yes, I know that we are living in challenging times, with the closure of hospital libraries, budget cuts, and the claiming of former sacred library space for new purposes. But I also know that each of us is an advocate; we are *not* looking back to see what or who is gaining on us; and we are doing that great American thing called reinvention to stay current and relevant.

At no time was this clearer to me than during a speaker presentation at the Southern Chapter meeting this past fall, when audience members rose up in protest at the well-intentioned urgings of our speakers to change and get with the times. They were angry because they knew what everyone in this room knows: We are leading change, not just reacting to it!

At the library I have the honor of leading at the University of Colorado, we have reimagined our role on campus. Our university is undergoing a master planning initiative to imagine the next ten years for our rapidly evolving campus, and constituents were recently surveyed as to their favorite place on campus. And it was, drumroll please, our library.

It is more than OK to have righteous indignation when we read and hear about the end of libraries or our relevance. Something I learned during my days of street protest over the inadequate response of the government and our health care system to the HIV/AIDS crisis was, to paraphrase the punk band The Clash, anger can be power and you can use it. It's OK to be angry when we're told the end is nigh. We can turn that anger into strategy. We can get good at advocacy and self-promotion.

We simply *must* advocate, which leads me to another milestone during my presidency year.

April was a busy month, and not long before my trip to Cooperstown, I made another trip, this time to Washington, DC, to participate in the Joint MLA/Association of Academic Health Sciences Libraries (AAHSL) Legislative Task Force meeting.

As you may already know, MLA has reimagined how it will do its national-level advocacy work.

Rather than relying on a lobbyist firm, we are now partnering with our sister organization, AAHSL, to present our messages of relevance and necessity directly to key stakeholders. Among them are fellow association representatives and our legislative leaders.

On April 11, I had the good fortune to accompany Julie Schneider, director of the Ebling Library at the University of Wisconsin–Madison, and Donna Timm, AHIP, head of education and outreach at Louisiana State University in Shreveport, on a series of Capitol Hill visits to the legislative support teams for our respective senators and house representatives.

We used these visits to advocate for the National Library of Medicine, funding for the National Institutes of Health (NIH), and support for the Federal Research Public Access Act, also known as FRPAA.

Julie and Donna were simply outstanding advocates, and they were nothing less than compelling in the cases they made for our libraries. Julie and Donna are not looking back. And neither are all the program chairs and executive leaders of our chapters as they planned for and delivered on the exceptional programming offered at our regional meetings this past year.

And, in the stories they told of the work they are doing, that everyone in this room is doing, you could hear the love of their work and the commitment they have to our profession. They are not looking back but instead to the future, not in a naïve way but with conviction.

Thinking about the future leads me to Jane Blumenthal, AHIP, our next president. And, after her, Dixie Jones, AHIP. Both are such outstanding and exceptional leaders. They will have the task of learning for themselves how to serve in the presidency role.

One task they will have to consider is the future of a key priority for my presidential year, the MLA Academy of Teaching Excellence (MATE).

With the support of the Board of Directors, this past year, I put together a phenomenal team of master teachers to lead an investigation into the feasibility of creating an academy for MLA. With the help of our outstanding MLA headquarters staff, the MATE task force considered the goals and vision for the academy, and the various stakeholders, governance mechanisms, and resources needed to establish MATE. Later at this meeting, we will convene a group of thought leaders from throughout the association to consider what the task force discussed and learned.

I am deeply grateful to Debra Cavanaugh and Kathleen Coombs from MLA headquarters and to Janna Lawrence, AHIP, of the University of Iowa Hardin Library; Terry Ann Jankowski, AHIP, of the University of Washington Health Sciences Library; Lisa Traditi, AHIP, of the University of Colorado Health Sciences Library; Gabriel Rios from the University of Alabama–Birmingham and member of the Board of Directors; and Kristi Holmes of the Washington University Becker Library, for their efforts as members of the MATE task force. Kristi is

a member of the second cohort of MLA Rising Stars, an initiative we are sure to hear more about at this meeting.

It has in fact been an unforgettable year for me, one that has left a deep impression. I tried to capture some of those impressions via my presidential blog on Tumblr, and I hope some of you had the chance to follow along with me. Along the way, we travelled, we listened and learned, encouraged, advocated, and reflected.

To close this address, my own personal reflection on a year past, I would like to acknowledge a few people.

Just as it takes a village to raise a child, it took about forty-two people back in Aurora, Colorado, to allow me to serve as your president. I am deeply grateful to the faculty and staff at the University of Colorado Health Sciences Library, whose professionalism and competence made it possible for me to divert my attention and energies to the work of this association.

I have been blessed with three truly remarkable bosses during my term, not because of anything that I did! My thanks go to Marguerite Childs, Dr. Laura Goodwin, and Dr. Regina Kilkenny, for their support and guidance this past year.

I am also indebted to the Library Leadership team back at the University of Colorado Health Sciences Library and especially to the members of the library's administrative group, the redoubtable Carolyn Waters and my assistant, the remarkable Debra Silva.

I am sure that every library director claims that she or he has the best person ever as second in command, but the truth of the matter is that I have her. She is the fabulous Melissa De Santis, AHIP. To extol her all-around brilliance would probably embarrass her, but please know that I am thankful to you, MD.

My final thank you is to Carla Funk and the outstanding team that she has assembled at our association's headquarters. Carla and crew manage the day-to-day operations of MLA with a calm but deliberate intensity that keeps us all looking ahead, never back, and never wringing our hands. Their love of the profession never disappoints.

So, back to Cooperstown. It's a peaceful little town set among rolling hills, forests, and farmland. James Fennimore Cooper wrote about the region in his Leatherstocking stories. Not much more than a village, it is truly cute as a button.

And the National Baseball Hall of Fame and Museum were, to use an overused word, awesome. Yes, I was disappointed that my baseball hero, Satchel Paige, was not lionized as I might have wished. I suspect I will need to travel to Kansas City and to the Negro Leagues Baseball Museum for that.

Just inside the main entrance of the baseball museum in Cooperstown is a statue of Satchel's friend, Buck O'Neil, known to Satchel as "Nancy." I encourage you to read Buck's book, *I Was Right on Time*, to learn the story behind that nickname. Satchel Paige is of course a legend, and so is Buck O'Neil. They are also metaphors for overcoming obstacles, reinvention, and achievement. I cannot know, or

barely imagine, the number and degree of challenges they faced in their lives, playing in the Negro Leagues, barnstorming across America, enduring racism, and seeking recognition in spite of so much indifference. It's a small token of acknowledgement of what he endured in life, but the statue of Buck is a truly fine one.

And this year was a fine one, for me. I had an awesome time! Thank you for the opportunity to serve you. And lastly, my thanks to my partner, Garry Forger. Have a great rest of the meeting!

President Perry then thanked everyone and concluded the opening session.

OTHER PLENARY SESSIONS

All plenary session videos and slides are available online to MLA '12 meeting registrants from the MLA '12 website. See <http://www.mlanet.org/am/am2012/events/speakers.html> for more information about all the speakers.

II. May 20, 2012: The John P. McGovern Award Lecture

Introduction: Teresa L. Knott, AHIP, cochair, 2012 National Program Committee, and associate university librarian and director, Tompkins-McCaw Health Sciences Library, Virginia Commonwealth University-Richmond

Steven Johnson, best-selling author of seven books on the intersection of science, technology, and personal experience

III. May 21, 2012: The Janet Doe Lecture

Introduction: T. Scott Plutchak, AHIP, director, Lister Hill Library of the Health Sciences, University of Alabama-Birmingham

Our Words, Our Story: A Textual Analysis of Articles Published in the Bulletin of the Medical Library Association/Journal of the Medical Library Association from 1961 to 2010: **Mark E. Funk, AHIP, FMLA**, associate director for resources and education, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY

IV. May 23, 2012: Plenary Session IV

Introduction: Michelle Kraft, AHIP, cochair, 2012 National Program Committee, and senior medical librarian, Cleveland Clinic Alumni Library, Cleveland Clinic, Cleveland, OH

Lecturer: **T. R. Reid**, reporter, documentary film correspondent, and frequent guest on National Public Radio

Comparative Effectiveness Research: Trends and Issues

Moderator: Barbara A. Epstein, AHIP, Director, Health Sciences Library System, University of Pittsburgh, Pittsburgh, PA

Panel: **Kate Goodrich**, Office of Clinical Standards and Quality, Center for Medicare and Medicaid Services, Baltimore, MD; **Joyce E. B. Backus**, deputy associate director, Library Operations, National Library of Medicine (NLM), Bethesda, MD; and **Michael L. Parchman**, director, MacColl Center for Health Care Innovation, Group Health Research Institute, Seattle, WA

AWARDS CEREMONY AND LUNCHEON

The Awards Ceremony and Luncheon was held on Monday, May 21, 2012. President Gerald J. Perry, AHIP, welcomed attendees and award recipients. After lunch, he began the ceremony by reminding the audience that the purpose of the ceremony was to honor colleagues who have made outstanding contributions to the profession and the association. He also acknowledged the 2012 MLA Section Award winners for their outstanding work for their sections. Mr. Perry then recognized the second cohort of Rising Stars: Annabelle Nunez, Health Sciences Library, University of Arizona–Tucson; Rolando Garcia-Milian, Health Science Center Library, University of Florida–Gainesville; Kristi L. Holmes, Becker Medical Library, Washington University School of Medicine, Saint Louis, MO; Elizabeth V. Fine, Bio-Medical Library, University of Minnesota–Minneapolis; and Heather L. Brown, McGoogan Library of Medicine, University of Nebraska Medical Center–Omaha.

He remarked that 2012 was an exceptional year for members of the health information profession with members from across the country and world who have excelled in every facet of librarianship. He thanked Jamie Furrh, AHIP, chair of the Awards Committee; Lisa Massengale, AHIP, chair of the Grants and Scholarship Committee; and all jury members for their time and effort.

Mr. Perry announced that Dr. Frederick (Skip) Burkle Jr. was unable to attend the ceremony but received his certificate when presenting the Joseph Leiter NLM/MLA Lecture at the National Library of Medicine on Wednesday, May 9. On Sunday, May 20, Steven Johnson—noted author, social critic, and technologist—delivered the John P. McGovern Award Lecture and received his award and certificate.

The first award presented was the Estelle Brodman Award for the Academic Medical Librarian of the Year, an award established with a gift from Irwin H. Pizer and given to an association member who has made outstanding contributions to academic medical librarianship as demonstrated by excellence in performance, publications, research, and service. This year, the award was presented to Bart Ragon, associate director for library technology services and development, Claude Moore Health Sciences Library, University of Virginia–Charlottesville. Mr. Ragon is a nationally recognized speaker in the field of library technology and has served MLA as cochair of the 2011 National Program Committee, cochair of MLA's Technology Advisory Committee, and chair of the Task Force on Social Networking Software. Mr. Ragon

was also selected as a National Library of Medicine (NLM)/Association of Academic Health Sciences Libraries (AAHSL) Leadership Fellow for 2009–2012 and participated in the 2007 Association of College and Research Libraries (ACRL) Harvard Leadership Institute for Academic Librarians.

MLA awards the MLA Scholarship each year to students who show excellence in scholarship and potential for accomplishment in health sciences librarianship. This year's MLA Scholarship winner is Kevin Pardon, a student at the School of Information, University of Pittsburgh, Pittsburgh, PA. The MLA Scholarship for Minority Students was awarded to Ligia Patricia Groff, a student at the Department of Library and Information Sciences, College of Information, University of North Texas–Denton.

The Cunningham Memorial International Fellowship was created to assist in the education and training of health sciences librarians from countries outside of the United States and Canada who have both an undergraduate degree and master's level library degree. This year, the Cunningham Fellowship was awarded to Midrar Ullah, librarian and literature search officer at the Army Medical College, National University of Sciences and Technology, Rawalpindi, Pakistan. Mr. Ullah arrived in the United States in early May and visited host library sites Himmelfarb Health Sciences Library, George Washington University, and the US National Library of Medicine. He will complete his program at MLA '12.

Established in 1996, the Hospital Libraries Section/MLA Professional Development Grant provides librarians working in hospital and similar clinical settings with the support needed for educational or research activities. The 2012 recipient is Elizabeth Jayne Kiscaden, Medical Library, Mercy Medical Center, Mason City, IA. Ms. Kiscaden is using the grant for coursework in evidence-based practice offered through the University of Illinois–Chicago. She intends to make the hospital library part of the Magnet process by educating nursing staff to identify and evaluate evidence in medical literature. She could not attend the ceremony, but her certificate will be mailed to her.

Sponsored by EBSCO Information Services, the 4 EBSCO/MLA Annual Meeting Grants provide up to \$1,000 each to enable medical librarians new to the profession and working in health sciences libraries to attend MLA annual meetings. This year's winners had an opportunity to attend the annual meeting and learn and network with their colleagues in the field. This year's winners were Aleta C. Embrey, Health Information and Copying, Association of Women's Health, Obstetrics and Neonatal Nurses, Washington, DC; Aleshia C. Heckel, Herman Baker Memorial Library, St. Mary's Medical Center, Evansville, IN; Alisha H. Miles, AHIP, Simon Schwob Medical Library, Columbus Regional Healthcare System, Columbus, GA; and Jennifer S. Walker, AHIP, Laupus Library, East Carolina University, Greenville, NC.

The Donald A. B. Lindberg Research Fellowship, named in honor of Dr. Donald A. B. Lindberg, director,

NLM, funds research aimed at expanding the research knowledgebase, linking the information services provided by librarians to improved health care and advances in biomedical research. This year's fellowship was awarded to Mary Moore, Louis Calder Memorial Library, Leonard M. Miller School of Medicine, University of Miami, Miami, FL. Her study will explore correlations between investments in health sciences and US national ranking for medical education and National Institutes of Health (NIH) research funding. If a correlation is found, the results of her research will become a powerful tool in promoting the importance of health sciences libraries.

The MLA/Thomson Reuters Doctoral Fellowship supports a fellowship to foster and encourage superior students in conducting doctoral work in an area of health sciences librarianship or information sciences and to provide support to individuals who have been admitted for candidacy. This year's winner is Mary E. Piorun, associate director, Community, Technology and Global Relations, Lamar Soutter Library, University of Massachusetts Medical School-Worcester. She plans to build on her work in e-science by exploring how and why research currently engages in e-science in order to provide a roadmap of how to meet the institutional needs of the e-science community, how to implement library changes in order to meet those needs, and how partnerships and collaborations are formed and grow in the highly interdisciplinary and team-oriented community.

The MLA Continuing Education Award provides monetary awards to MLA members to develop knowledge of the theoretical, administrative, or technical aspects of librarianship. Alisha H. Miles, AHIP, this year's recipient, is the manager of library services at the Simon Schwob Medical Library, Columbus Regional Healthcare System, Columbus, GA. Ms. Miles is using her grant to cover the costs of continuing education in translational science at MLA '12. She was also a recent presenter for the MLA April 2012 webcast and sits on the MLA Technology Advisory Committee.

The Virginia L. and William K. Beatty Volunteer Service Award recognizes exceptional contributions to furthering the mission, goals, and objectives of MLA and the profession as demonstrated by outstanding and significant service in the association's leadership, publications, research, a special project, or combination of these four elements. The 2012 winner is Janet L. Cowen, AHIP, director of library services, Maine Medical Center-Portland. Ms. Cowen has been an active member of MLA for over twenty-five years and currently serves on MLA's Nominating Committee, has been an Academy of Health Information Professionals mentor since 2008, and has taught numerous continuing education courses and presented at many national MLA meetings. She was awarded the Maine Hospital Association's Eleanor C. Cairns Distinguished Librarian award in 2008 and currently serves on MLA Chapter Council and as a member of the Executive Board of the North Atlantic Health Sciences Libraries (NAHSL).

The Lois Ann Colaianne Award for Excellence and Achievement in Hospital Librarianship is given to a member of the association who has made significant contributions to the profession through overall distinction or leadership in hospital library administration or service, production of a definitive publication related to hospital librarianship, teaching, research, advocacy, or development or application of innovative technology to hospital librarianship. This year's award is bestowed on Mary Virginia Taylor, Medical Library, Overton Brooks VA Medical Center, Shreveport, LA, for her forty years of service in VA libraries, including mentoring new librarians and codeveloping VALNET (Virtual Reference Task Force), a service that provides back-up reference service to all VA medical center libraries. She also codeveloped Librarians On Call (LOC), a back-up reference service via email; updated the VA librarian's handbook; and provides outreach services to clinics and the community. She is also a past winner of the Southern Chapter's Hospital Librarian of the Year Award, among other honors.

The Lucretia W. McClure Excellence in Education Award was presented to Janet Gross Schnall, AHIP, information management librarian, Health Sciences Library, University of Washington-Seattle. Named for one of the profession's most revered leaders and one of MLA's most esteemed members, the McClure Award recognizes outstanding practicing librarians or library educators in the field of health sciences librarianship and informatics who demonstrate skills in one or more of the following areas: teaching, curriculum development, mentoring, research, or leadership in education at local, regional, or national levels. Ms. Schnall is well known for her outstanding research, teaching, and mentoring activities in health sciences librarianship. She has been a member of MLA for over forty years and has taught numerous times on evidence-based practice, health information on the web, and other topics to both librarians and the nursing community. She is one of MLA's allied representatives to the Interagency Council on Information Resources for Nursing (ICIRN) and served in various capacities, including as chair, for the Nursing and Allied Health Resources Section (NAHRS). She is a past recipient of the NAHRS Award for Professional Excellence.

The Louise Darling Medal for Distinguished Achievement in Collection Development in the Health Sciences recognizes accomplishment in collection development for the health sciences. The 2012 winner, Laurie L. Thompson, AHIP, assistant vice president, Library Services, Library, University of Texas Southwestern Medical Center-Dallas, is the editor-in-chief of the *Medical Library Association's Master Guide to Authoritative Information Resources in the Health Sciences*, a definitive and invaluable work in collection development in the health sciences and a much-needed update to the "Brandon/Hill Selected List of Print Books and Journals for the Small Medical Library." She gathered over 100 contributors to produce this work, expanding on the Brandon/Hill

list and filling a major gap in the librarian's collection development tool box. Ms. Thompson, an MLA member for over 40 years, has previously been awarded the Collection Development Section's Daniel T. Richards Prize for collection development. She is an active mentor, teacher, and consultant.

Endowed by Kent Smith, FMLA, the Carla J. Funk Governmental Relations Award recognizes a medical librarian who has demonstrated outstanding leadership in the area of governmental relations at the federal, state, or local level and who has furthered the goal of providing quality information for improved health. This year's winner is Lynne K. Siemers, Library, MedStar Washington Hospital Center, Washington, DC. Ms. Siemers has made many contributions to the association in the area of governmental relations over almost fifteen years of service. She served as chair of the Joint MLA/AAHSL Legislative Task Force and member of MLA's Governmental Relations Committee and represented MLA at the Second White House Conference on Library and Information Services. Ms. Siemers has also represented MLA at sessions concerning the Uniting and Strengthening America by Providing Appropriate Tools Required to Intercept and Obstruct Terrorism (USA PATRIOT) Act and the Technology Education and Copyright Harmonization (TEACH) Act. While chair of the Joint MLA/AAHSL Legislative Task Force, she helped reorganize the legislative priorities and increase the size of the task force to create a broader advocacy base.

The Ida and George Eliot Prize is awarded for a work published in the preceding calendar year that has been judged most effective in furthering medical librarianship. This year's winners are Margaret M. Bandy, AHIP, FMLA, Medical Library, Exempla St. Joseph Hospital, Denver, CO, and Rosalind F. Dudden, AHIP, FMLA, retired from the Tucker Memorial Medical Library, National Jewish Health, Denver, CO, for their book *The Medical Library Association Guide to Managing Health Care Libraries, Second Edition*. Their book provides both a philosophical and practical approach to health care library management, including an overview of trends, specific areas of library management, and onsite, offsite, and virtual library services. It will "help transition the reader toward embracing new roles for health sciences librarians to become masterful change agents." The *JAMA* review of this book stated that it "is essential for anyone involved in management of a health sciences library and provides a plethora of invaluable information applicable to any setting."

The Majors/MLA Chapter Project of the Year Award is sponsored by the J. A. Majors Company and recognizes excellence, innovation, and contribution to the profession of health sciences librarianship. These attributes must be shown through special projects beyond the normal operational programming of a chapter. The South Central Chapter of MLA (SCC) was selected to receive this award for the chapter's innovative MLA continuing education (CE) course, "Get Mobilized: An Introduction to Mobile Resources and Tools in Health Sciences Libraries."

This online, free-of-charge, six-hour course reached not only SCC members but the entire MLA community and was developed by instructors from all over the country. Chapter President Daniel Burgard accepted the award on behalf of the chapter.

The Section Project of the Year Award is awarded to an MLA section that demonstrates creativity, ingenuity, cooperation, and leadership within the framework of the mandate of the section. The 2012 winner, the Cancer Librarians Section, used an innovative meeting programming approach that created an online video submission process for annual meeting contributions and a peer-review process for audience evaluation of multimedia content that increased participation at the national meeting for those who could not attend in person. Section Chair Stephanie Fulton, AHIP, accepted the award on behalf of the section.

The Rittenhouse Award, sponsored by Rittenhouse Book Distributors, is presented for the best unpublished paper on medical librarianship written by a student in an American Library Association-accredited school of library science or by an intern in health sciences librarianship. The Rittenhouse Award was presented to Eva Jurczyk, Faculty of Information-iSchool, University of Toronto, Toronto, ON, Canada, for her paper "Developing a Custom Health Search Tool to Meet Diverse Health Literacy Needs." Her paper provides a well-written description of the efforts of one hospital's librarians to handle important issues related to consumer health and health literacy through the design and implementation of a successful hospital patient web search engine tool. Ms. Jurczyk was unable to attend the ceremony so her certificate was mailed.

The T. Mark Hodges International Service Award was established in 2007 to honor outstanding individual achievement in promoting, enabling, and/or delivering improvements in the quality of health information internationally through developing health information professions, improving libraries, or increasing use of health information services. The Hodges Award was presented to Alice Elizabeth Hadley, AHIP, medical librarian, US Naval Hospital, Barrigada, Guam. In addition to her naval hospital duties, Ms. Hadley has spent the past twenty-eight years reaching out to serve health practitioners and consumers throughout Micronesia and the Asia-Pacific Region as the only professionally trained medical librarian in the area. Most recently, Ms. Hadley played a significant role in establishing nine hospital libraries in the Pacific Islands/Micronesia area through two grants from the Robert Wood Johnson Foundation, and she continues to serve as a consultant to the Ayuda Foundation of Guam on establishing medical libraries and training staff.

From time to time, the MLA Board of Directors see that an exceptional contribution has been made to the profession and the goals of the association and elect to present the MLA President's Award recognizing that significant contribution. This year's award goes to Connie Schardt, AHIP, FMLA, associate director for

public services, Medical Center Library, Duke University Medical Center, Raleigh-Durham, NC, in recognition of her work in mentoring the development of an important and critical assessment of the Center for Research and Education (CORE) Tool Box. This is but the latest in a number of contributions to the profession, which include being an internationally recognized champion of evidence-based practice, a prolific CE instructor, an active mentor for the next generation, and a past president of MLA.

The individuals chosen to deliver the Janet Doe Lecture are selected for their unique perspectives on the history or philosophy of medical librarianship. This year's presenter, Mark E. Funk, AHIP, FMLA, is known for his work in collection development and acquisitions. Mr. Funk, associate director for resources and education, Samuel J. Wood Library, Weill Cornell Medical College, New York, NY, has served on many library advisory boards for national and international publishers and is a much sought-after speaker. He delivered this year's lecture, "Our Words, Our Story: A Textual Analysis of Articles Published in the *Bulletin of the Medical Library Association*/*Journal of the Medical Library Association* from 1961 to 2010," on May 21.

The Board of Directors has named three association members as Fellows of MLA. Fellows are chosen for their outstanding contributions to health sciences librarianship and to the advancement of the purposes of MLA.

■ **Susan Lessick, AHIP, FMLA**, distinguished librarian and librarian emeritus, Grunigen Medical Library, University of California-Irvine, is a recognized copyright expert and has authored papers and articles as well as presented seminars on the topic. She has authored many papers and is a chapter author for the acclaimed second edition of the *Medical Library Association Guide to Managing Health Care Libraries*. Ms. Lessick has chaired the Hospital Libraries Section, the Research Section, and the Medical Library Group of Southern California and Arizona and held numerous section and chapter committee positions. She has also served on two National Program Committees and on the Editorial Boards of both the *Bulletin of the Medical Library Association* and *Journal of the Medical Library Association (JMLA)* and has been an active mentor and served as an NLM associate fellow supervisor.

■ **(Kathleen) Ann McKibbin, FMLA**, associate professor, Clinical Epidemiology and Biostatistics Department, DeGroote School of Medicine Faculty of the Health Sciences, McMaster University, Hamilton, ON, has served on the MLA Board of Directors and several task forces. She is best known as a CE instructor for her evidence-based medicine courses, teaching the courses at the international, national, state, regional, and local levels. Ms. McKibbin developed the American College of Physicians (ACP) Journal Club, supplement to the *Annals of Internal Medicine*, and has served on the editorial boards of the *JMLA*, *Journal of the American Medical Informatics Association (JAMIA)*, and *Annals of Emergency Medicine*.

She is a past recipient of the MLA Lucretia W. McClure Excellence in Education Award and was recognized in Canadian Health Librarians: Leaders, Past and Present.

■ **Kay E. Wellik, AHIP, FMLA**, director of library services, Mayo Clinic, Scottsdale, AZ, has contributed to MLA in many ways, including serving as a member of the MLA Board of Directors, as chair of the Hospital Libraries Section, and as a member of the Nominating, Credentialing, CE, two National Program, and Grants and Scholarships Committees. She has also held offices in the Medical Library Group of Southern California and Arizona. Ms. Wellik also teaches numerous courses for nurses, physicians, and others in the medical community and has published numerous articles, book chapters, and an MLA DocKit. She has received MLA's Virginia L. and William K. Beatty Volunteer Service Award, serves as an associate editor of the *Journal of Hospital Librarianship*, and is a past editorial board member for the *Medical Reference Services Quarterly*.

The highest honor that MLA confers on any individual is the Marcia C. Noyes Award. Ms. Carol Jenkins, recipient of the 2011 Noyes Award, introduced this year's recipient, Ms. Jacqueline D. Doyle, AHIP, FMLA. President Perry presented the award to Ms. Doyle who made these remarks:

"Words can't describe how I feel. This is just so amazing. Thank you all. And thank you to all the people who aren't here that nurtured me and encouraged me. Since 100 years ago feels like when I started in the field, the only song that comes in to my head is a musical I saw that's old from Broadway. It's something like 'because I knew you, I've been changed for the better.' And that's how I feel about this group. You've all been incredible. And people who aren't here today from the Pacific Southwest Regional Medical Library, from my chapter, from the hospital section. You've all helped me grow and learn and I couldn't be here without you. So thank you all very much. Thank you."

President Perry concluded the awards ceremony and luncheon with the following statement: "Each year, the Awards Ceremony and Luncheon reminds us of the outstanding accomplishments our peers have made to the profession of health sciences librarianship. It simultaneously provides the encouragement to continue striving to new levels of achievement. In recognizing these individuals, we applaud the 'best and brightest' in the field."

BUSINESS MEETING I

Sunday, May 20, 2012

President Gerald J. Perry, AHIP, welcomed everyone to MLA Business Meeting I at 2:00 p.m. He introduced MLA Executive Director Carla J. Funk, CAE, who introduced the members of the 2011/12 MLA Board of Directors: President Perry; President-Elect Jane Blumenthal, AHIP; Immediate Past President Ruth Holst, AHIP, FMLA; Treasurer Marianne Comegys;

Secretary Cynthia L. Henderson, AHIP; Chapter Council Chair Julia Shaw-Kokot, AHIP; Section Council Chair Ysabel R. Betolucci, AHIP; Directors Michelle Kraft, AHIP, (Kathleen) Ann McKibbin, FMLA, Rikke Sarah Ogawa, AHIP, Gabriel R. Rios, and Joy Summers-Ables, AHIP; appointed officers: Parliamentarian Lucretia W. McClure, AHIP, FMLA, and Sergeant-at-Arms Linné Girouard, AHIP; Editors Laurie L. Thompson, *MLA News*, and Susan Starr, *Journal of the Medical Library Association (JMLA)*; and MEDLIB-L Coordinator Christine F. Marton.

President Perry asked attendees to join him in a moment of silence to honor the memories of a number of valued MLA members who had died during the past year. A video was shown to honor the memory of these MLA members: Patricia Ann Auflick, Martin M. Cummings, FMLA, Larry S. Ellis, Patricia McNary, Stephanie L. Normann, Raymond A. Palmer, and Wilma Winters.

President-Elect Blumenthal came to the podium to recognize the vital roles the thirteen MLA chapters across the country play in bringing the benefits and services of the association to members at the regional, state, and local levels. She also recognized MLA's twenty-three sections, which provide significant networking and professional development opportunities for MLA members in their areas of specialization, allowing specific needs and issues to be addressed. She also acknowledged the special interest groups (SIGs), committees, task forces, and allied representatives. Since MLA '11, 337 new members have joined the association.

President Perry returned to the podium to recognize Erich Meyerhoff, AHIP, FMLA, who celebrated his ninety-second birthday this year and who has been an active member of the association for more than fifty-five years. Over the years, he has served as the chair of numerous committees and on the Board of Directors. He is a past Janet Doe Lecturer and an MLA Fellow. In 1997, MLA recognized Mr. Meyerhoff's lasting and significant contributions by awarding him with the association's highest honor, the Marcia C. Noyes Award.

President Perry called to order the Business Meeting I of MLA '12 and asked if the quorum of 250 voting members required for transaction of business was present. After the sergeant-at-arms confirmed that more than 250 members were present and represented a quorum, the president called on Secretary Henderson to move adoption of the Rules of Assembly. Ms. Henderson explained that the Rules of Assembly include information on addressing the chair, presenting motions, debating, and voting and are available in the *Official Program*. At the direction of the Board of Directors, she moved that the Rules of Assembly, as they appear in the *Official Program*, be adopted. Voting paddles were raised, and there being a majority in the affirmative, the rules were adopted. Ms. Henderson remarked that each meeting registrant had a printed copy of the *Official Program* and that the agenda for the 2012 business meetings were on pages 26 and 35. She then moved that the agenda for the

2012 business meetings of MLA be adopted. The vote was affirmative, and the agendas were adopted.

President Perry announced that in November 2011, ballots for MLA's election of 2012/13 Officers, Board of Directors, and Nominating Committee were sent electronically or by postal service to all 3,535 eligible voting members of MLA. One thousand three hundred and thirty-one valid ballots were returned, a participation rate of 37.65%. The election results were certified by Survey and Ballot Systems of Eden Prairie, MLA's election contractor, on December 6, 2011. The election results were announced in the December 22, 2011, issue of *MLA-FOCUS* and in the February 2012 issue of the *MLA News*. Complete election results, including vote totals, were published in the 2011/12 annual report, available on MLANET.

Election results: President-Elect: Dixie A. Jones, AHIP; MLA Board of Directors (three-year term): Julia M. Esparza, AHIP, and Chris Shaffer, AHIP; Nominating Committee: Max Anderson, Ana D. Cleveland, AHIP, Keith W. Cogdill, AHIP, Jo Dorsch, AHIP, Sherrilynne S. Fuller, FMLA, Heidi Heilemann, AHIP, Melissa L. Just, AHIP, Neville Prendergast, and Lisa Traditi, AHIP. Ruth Holst, AHIP, FMLA, immediate past president, will chair the 2013 Nominating Committee.

President Perry then called on MLA Treasurer Comegys to present the treasurer's report.

Marianne Comegys: Good afternoon. It's been my pleasure to serve as your treasurer this year. And today I'm going to report on our MLA budget for 2012. As we look back, though, at the 2010 and 2011 budgets, we take note of the fact that our budget numbers have certainly improved.

As you can see, in 2010, we had a negative balance of a little over \$200,000, but in 2011, we were doing better, and we had a negative balance of a little over \$91,000. We have been able to significantly cut our expenses, because the MLA Board and staff have implemented cost-savings measures such as reducing staff positions, eliminating outside consulting arrangements and public relations and governmental relationships, and integrating virtual technologies that have results in cost savings. As well, an interesting side benefit—that these new technologies have also advanced MLA's efforts to be green.

So, as we move forward and we look at our 2012 budget, which the MLA Board of Directors approved in February, you can see the good news: that we project a net revenue for this year of a little over \$6,000. How were we able to do this? In addition to the cost-cutting measures that I've already discussed a little bit, another factor in our increased revenues is the dues increase.

Revenue from our membership dues are projected to increase by 5% this year because of the dues increase that was approved by the MLA members at our last year's business meeting. Also, because it is a graduated dues increase, revenue will continue to increase in 2013. Other sources of income for MLA are our CE programs and the annual meeting. These revenues are projected, actually, to remain rather stable this year.

In past years, our revenues from the sale of print and online advertising in the *JMLA* and *MLA News* have dropped significantly. However, I'm pleased to report that this downward trend seems to have leveled out, and we are beginning to get increased advertising commitments from vendors as they are rolling out these new services and these new generations of their products.

Now, there has been that emphasis on cutting cost, but MLA is also focused on offering new benefits to our members. This year, as you know, MLA attendees have access to the new and improved online itinerary planner, which works with most handheld devices and smartphones. There is a roommate-matching software application that was available for the first time this year. There is easier access to the online meeting content and proceedings for all attendees and for the e-conference attendees.

This year, MLA worked with several of our vendors and provided Internet access in your hotel rooms for all MLA attendees staying in the two host hotels. There is also expanded Internet access and additional electrical outlets provided in these ballrooms and many of the meeting rooms.

If you'd like more information on MLA finances, take a look at the April issue of the *MLA News*, where MLA publishes its annual budget. An annual audit report with detailed year-end financial statements is posted after June 1 on MLANET as well. If you have any specific questions, please contact me or Raymond S. Naegele. Thank you.

Next, President Perry called on Executive Director Funk to present the executive director's report.

Carla J. Funk, CAE: Thank you, Jerry. On behalf of MLA staff, I want to welcome you to MLA '12, and I want to give you a brief update, as always, on the state of the association and our efforts from the staff perspective to change our game to take advantage of our opportunities and have a winning season.

To set the stage—this is a familiar figure by now today—I'd like to take a paraphrase from one past gamechanger, Charles Darwin, from his *The Origin of Species*. This statement was adapted by a professor of management of Louisiana State University in the 1960s, based on some of Darwin's concepts of survival of the species. And this is a paraphrase. It's actually a misquote that this gentleman took from Darwin's works.

It's not the strongest of the species of that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.

So how has MLA adapted to changes in our game during 2011/12? Marianne has just reported to you about our improving financial position as we continue to control costs and generate additional revenues. Thanks to the excellent work of the 2012 National Program Committee (NPC) and Ray Naegele, we had a record number of sponsorships this year to support annual meeting programs, and we sold more exhibit space this year than we have for the past few years.

We have also continued to make it easier for members to stay involved in MLA and take advantage of the services and programs provided by the association. One way is our continuing and expanding efforts to assist members to participate virtually, whether it be by helping committees, task forces, sections, and chapters meet virtually using a variety of meeting software solutions or providing face-to-face and virtual continuing education (CE) opportunities simultaneously at the annual meeting or at chapter meetings. During MLA '12, we have expanded the number of CE courses offered in this way.

We have also continued to expand virtual opportunities to participate in other aspects of the annual meeting: through enhanced e-conference registration features and Marianne described some of them, a new abstract submission system, and poster system.

We also, for the first time, worked with President-Elect Blumenthal this April to present the first virtual leaders orientation, in which fifty-six member leaders participated, expanding a program that had previously only been offered at the annual meeting and making it accessible to everybody.

All awards, grant, and scholarship forms were updated and made all electronic this year so that applicants and nominators could submit the forms electronically. This, in turn, allowed the juries to use online, password-protected document-sharing portals to do their work for the first time ever. Informal feedback about this system has been very good, and we will do a more formal evaluation after the annual meeting in preparation for next year's submissions. Other MLA units, including the Board of Directors, have begun to use the portals to share documents to accomplish their work virtually.

Another way MLA is continuing to change its game is in helping to train our members to play other positions, assisted by staff members Kathleen Combs and Debra Cavanaugh. We are in the second year of a contract with the National Library of Medicine (NLM) to develop a disaster information specialization. Some of you may have taken the first pilot courses offered in 2011 and may be taking additional courses at this meeting. There is an open forum about this at the meeting to help you learn more about it.

We will continue to educate the profession to take on new roles as they are identified, whether it be through CE, publication of research in the *JMLA* or books, or other means.

The Credentialing Committee, MLA Board, and staff have also responded to requests from our members and nonmembers involved in the Academy of Health Information Professionals to change the academy requirements to accommodate librarians whose job responsibilities may not be 100% health sciences-related anymore. The online portfolio system has been launched to help academy members have an easier way to document their points, and we've already had our first online applicant. There may be other changes in store for this program to respond to the ever-changing needs.

MLA continues to maintain a strong governmental relations program, working through our Governmental Relations Committee, the Joint MLA/Association of Academic Health Sciences Libraries (AAHSL) Legislative Task Force, and staff member Mary Langman. This year, we provided more than forty public policy updates through email discussion lists and MLA-FOCUS on several topics, including National Institutes of Health (NIH) and National Library of Medicine (NLM) funding, the Environmental Protection Agency (EPA) strategic plan for its library network, and the Federal Research Public Access Act (FERPA), among other issues.

Staff continues to partner with AAHSL, Association of American Medical Colleges (AAMC), American Association of Law Libraries (AALL), Special Libraries Association (SLA), and others to educate Congress about the importance of these issues. There will also be an open forum at this meeting on scholarly publication aspects of this program, so please attend to get more information about that.

There have also been some gamechangers for MLA publications this year. At the beginning of 2012, MLA's copublisher, Neal-Schuman, was sold to the American Library Association (ALA), and ALA Editions became MLA's new copublisher. The Books Panel and staff member, Elizabeth Lund, are working with eight potential authors for publications in the coming year. Also this year, MLA published its first e-books, the [BibKit/DocKit] publications: one on the patient safety perspective, health information resources online and in print, and a revised version of the position descriptions in health sciences libraries.

Two thousand twelve also marks the 100th volume of the *JMLA*. And you may have noticed a poster out in the registration area highlighting former editors and the best papers from the first 100 years. A special supplement will be issued in October 2012, marking this historic event.

During the past year, the *JMLA* received almost 61,000 unique visitors per month on PubMed Central, and this is in comparison to 2 years ago, where we received 39,000 visitors per month. We hope the expansion of the publication's research to an audience well beyond our membership will continue.

To assist in determining the state of our specialty and the value of the association and give us potential direction on how to change our game, there are two survey efforts being undertaken. The first, led by the Leadership and Management Section (LMS), surveyed members and nonmembers about MLA and its programs and services. To find out more, attend the LMS survey open forum.

The other, the 2012 MLA Salary Survey, is open now through the efforts of the Professional Recruitment and Retention Committee and staff member Kate Corcoran. The survey closes June 5, 2012, and we hope that you will participate in this important project. Kate also continues to help MLA committees, sections, and chapters gather information to determine future additions and changes to their projects and programs.

MLA continues to develop its global partnerships in several ways. The Librarians Without Borders® (LWB) program remains very active with our E-Library Training Program coordinated by Lenny Rhine, FMLA, and funded in part by the Elsevier Foundation.

I also made two presentations in Taiwan this year to the librarians at the Taipei Medical University and the Taiwan Library Association about the LWB program. As a result of this visit, a bilateral agreement with the Taiwan Medical Library Association was approved by the MLA Board of Directors at this meeting to strengthen our ties with this group.

Also, thanks to the efforts of Erich Meyerhoff, AHIP, FMLA, and the fellows, the LWB Ursula Poland International Award is being established to fund health sciences librarians from North America to gain experience contributing their expertise to colleagues in other countries. MLA continues to fundraise for this award with tremendous assistance from the fellows.

Finally, I want to remind everyone of the international meeting in Boston in May, 2013, in conjunction with MLA's annual meeting. This meeting will include the 11th International Congress on Medical Librarianship (ICML), the 7th International Conference of Animal Health Information Specialists, and the 6th International Clinical Librarian Conference, with the theme, "One Health: Information in an Interdependent World." This is the first time that the ICML has been held in the United States since 1995, and we hope that many of you will be able to come.

To assist MLA in gamechanging strategy, staff have continued to explore additional revenue streams during the past year. We expanded MLA services, our management services operations, to include management of the International Association of School Librarianship (IASL), and this is in addition to managing the Association for Library and Information Science Education (ALISE).

There has been one staff change since last year, and I am happy to welcome Maria Lopez, who started working with us part-time as an administrative assistant in the executive director's office in March. And many of you have already met her at this meeting. Maria, do you want to stand up?

I want to thank all the staff for their hard work and support over the past year, but I especially want to congratulate Elizabeth Lund on her fifth anniversary with MLA—and I don't know if Elizabeth's in here or not; she's probably busy—and Ray Naegle, on his 30th year with the association.

I am also celebrating my 20th year—but it's not thirty years—with MLA. And I want to thank you for all of your support over the years in helping me to change my game in the service of the Medical Library Association. Welcome to MLA '12 and thank you.

President Perry returned to the podium and moved on to the next order of business, the annual report. In the interest of time, he received the annual reports in a block. The informational reports of the appointed officials, the councils, the committees, the representatives, the chapters, and the sections are found in the

2011/12 Annual Report of the Medical Library Association. These reports are posted on MLANET and are available to everyone there. They are also available in paper copy by request from the executive director's office. There being no corrections or objections from the members, the reports were filed as presented. President Perry then adjourned Business Meeting I.

BUSINESS MEETING II, PRESIDENTIAL INAUGURAL ADDRESS: JANE BLUMENTHAL, AHIP, AND MLA '13 INVITATION

Tuesday, May 22, 2012

President Gerald J. Perry, AHIP, welcomed everyone and called the morning's session to order. He reminded everyone that this session was the conclusion of the association's business for 2011/12. A quorum of voting members was present.

President Perry then recognized and thanked the retiring MLA Board members, Cynthia L. Henderson, AHIP, and (Kathleen) Ann McKibbin, FMLA. They were presented with certificates as a token of respect and gratitude for work well done. Next, President Perry expressed his gratitude to Ruth Holst, AHIP, FMLA, who served as president of MLA during the 2011/12 association year. She was presented with a plaque.

The new members of the MLA Board of Directors—Dixie A. Jones, AHIP (president-elect), Julia M. Esparza, AHIP, and Chris Shaffer, AHIP—were welcomed and introduced. President Perry introduced incoming President Jane Blumenthal, AHIP. Incoming President Blumenthal presented outgoing President Perry with the presidential cup and congratulated him on an outstanding year on behalf of the association.

Jane Blumenthal, 2012/13 MLA president, delivered the inaugural address.

INAUGURAL ADDRESS

Jane Blumenthal, AHIP: So it really is good being president, despite Jerry's attempt to get away as quickly as possible. Thank you.

Tradition has it that the new president introduces him- or herself. I know you don't want to hear a whole lot about me, so I thought I'd do just a little lightning round summary. So I'm a librarian, I live in Michigan, and for those of you who don't know, yes—Michigan is what is at the end of the rainbow.

I work at the university. I'm a bird watcher, a photographer, an advocate for native plants, backyard wildlife habitats, wildlife rehabilitation. I love to travel. I've been to Hell, Michigan; to Hinckley, home of the Buzzard Festival; and to the Super Bowl—not played by penguins. I love birds and animals of all kinds.

I'm fortunate to be standing here today as president of the Medical Library Association. I'm also fortunate to work in a field that I love, one that lets me play a role in scientific research and health care, that uses

technology in really cool ways, and that is the most forward-thinking branch of librarianship. It's an exciting time to be a health sciences librarian, which makes it an exciting time to be MLA president.

But enough about me. It's not about me; it's about MLA. It's about the future, and it's about that excitement. So, yes, times are changing, but aren't they always? I was going to talk about change a little bit, but Mark Funk, AHIP, FMLA, did a brilliant and detailed presentation on that just yesterday in his Janet Doe Lecture. He spent fifteen months gathering and analyzing the data he presented to us. I spent less than an hour listening to him and get to stand up here and say what he said.

I can't do his presentation justice, but it illustrated how our profession is changing by looking at the language we use to talk about ourselves and about our work and our primary professional journal, the *Bulletin of the Medical Library Association*, now the *Journal of the Medical Library Association (JMLA)*.

The shift away from books, acquisitions, and cataloging; the trends in management and technology; and the developing research base underlying our professional practice were all there, all present to see. There were some words that didn't make the current top uses that I think we will see more of in the future—words like “translational science,” “e-science,” “data management plans,” “health care reform,” “accountable care organizations,” “meaningful use,” and so on.

I don't have to discuss this in detail because you live it. You live it every day. You see it in your own work and in your colleagues' work. You think about it as you reinvent and reposition your libraries and recreate your jobs.

There are two more words that are very important to us librarians and to MLA's future: interdisciplinary and global. We can't talk about our future in a vacuum. We have to talk to our colleagues in related fields and our colleagues around the world. We're all in this together. We're looking at similar issues, solving similar problems, and managing similar changes. We can learn together and share our knowledge, and we'll all benefit.

The world of professional associations is changing as well. Social media, telecommunications, and virtual meetings offer competing opportunities for networking. The economic slowdown we recently went through shriveled funding, personal and institutional, for professional activities and travel. The personal and professional demands on members' time seem to grow without boundaries. And as we members have changed and dealt with change, our needs and expectations of MLA have changed as well.

All this adds up to a challenge for the association. It also has to continually change and move forward to remain relevant. I'm not sounding an alarm and I'm not urging anyone else to do that either. As Jerry said in his presidential address on Sunday, there's no reality behind the perception that libraries are dead or dying, or that we as librarians are stuck in the past. Even if we don't get angry about the misperception,

we should reject that stereotype, just as we've rejected others.

MLA is not at death's door; not even close. You need only to look around you and experience the energy at this meeting to realize that. We are not an association of pessimists. However, we are not an association that's immune to changes in the world around us. I'm bringing this up now because the time to change is before there's a crisis.

Change is hard. Even talking about change is challenging. I think it's a bit like a solar flare. There's a lot of light that comes out of the process, but there's a lot of heat while it's going on, too. Both light and heat come into play because members care about the future of MLA and the future of medical librarianship, even if they don't agree on all the details of what that future should be. That concern and loyalty are a positive facet of the energy around these discussions.

My priority for MLA is to harness the positive energy to thoughtfully and expeditiously reposition the association. So, we should be prepared to welcome opportunity when it comes knocking, but if we want to change the world or an association, we need to be knocking on opportunity's door.

You can't be at a meeting with a baseball theme and not quote Yogi Berra. The first order of our business is to ask for information, then to look at that information reflectively, and then to act on what we've learned and decided. I want us to plan where we're going, but I want us to get there also.

This year is a first step. The MLA Board of Directors asked the Leadership and Management Section to conduct both a survey and some focus groups to explore what expectations MLA members and non-members have for their professional association looking forward five to ten years. What did we learn from this?

The focus groups identified MLA's strengths as networking and professional development opportunities, and the publications, including the *MLA News* and *JMLA*. And these have been consistent over past surveys and focus groups as well. And the survey results—what do members want? They want an agile organization, one that uses technology effectively; that provides value to its members; that supports research relevant to the profession; that leads and supports the discussion of professional change; and that helps us be our best professional selves.

I'd like to ask you a few questions about the same things that the survey looked at. First, we'll see how much like the survey group this group is. You know how this works from yesterday's exercise. So, you're going to text to 22333, one of the numbers here, that represents how many years of professional experience you have as a librarian.

Oh, come on. Aren't there any new librarians here? Okay, good. All right. There we go. I think the overall shape of the graph is pretty clear. And this is, in fact, what the survey respondents looked like. So maybe not exactly the same, but definitely, you look pretty much like the people who responded to our survey.

So let's look at the next question. What's the most important reason for belonging to MLA? Is it networking opportunities? Is it publications such as the *JMLA* and *MLA News*? Is it staying informed about issues and health sciences librarianship and about research and trends in librarianship and health sciences? Is it continuing education (CE) courses and webinars, Academy of Health Information Professionals membership, or opportunities to participate and volunteer on committees and task forces?

So it seems to be pretty clear that it's networking, followed not too far back by staying informed.

So here's the next question: Thinking about the future, of these choices, which is the highest priority? Offer more virtual meetings and conferences? Respond to changes in technology, professional standards, skills needed within the field of librarianship? Continue championing the librarian's role in health care and evidence-based practice and increase promotional efforts about the value and contribution of the profession? Expand membership to include nonlibrarian staff working in health sciences libraries and other information professionals? Or host joint conferences with other relevant library or health sciences organizations?

All of these results are being kept on the website, by the way, and they'll be one more piece of information that feeds into our deliberations. And, yes, I realize this is not a scientific poll, but I think it's interesting just to see what the trends and the feelings are.

And so this next one is actually kind of my favorite question. Does MLA need to change now in response to the times changing around us? Everybody gets to vote, whether they agree with our premise or not, but I think the overwhelming majority see the need for change.

So this is actually probably the most significant question. If you think there should be change, are you willing to do some work to make it happen? And I find this encouraging because, of course, this is going to take effort from the membership, and I'm going to be looking for all you people who are texting "yes" to be stepping up and volunteering. And it looks like we're going to have volunteers, so that's a great thing to see.

So, today at 3:30 p.m., the Leadership and Management Section will be presenting more of the survey results and leading a discussion about their findings in an open forum. I urge you to attend and participate in the conversation. In addition to the survey, we will build on the association's recent history and the legacy of my predecessors as presidents, and continue some of the important programs that they initiated.

Connie Schardt, AHIP, FMLA, charged the Emerging MLA Leaders Task Force to create a program to develop and nurture new leaders within the association and worked proactively with the National Program Committee (NPC) and the MLA staff to make the annual meeting more open and accessible to those who cannot attend in person. Both of these programs are ongoing.

We have a new class of Rising Stars, all of whom are attending this meeting. And we continue to expand

electronic access to the annual meetings, continuing education, and the work of the association's committees and task forces. Executive Director Carla J. Funk, CAE, gave some examples of these efforts in her report on Monday.

Ruth Holst, AHIP, FMLA, challenged us to rethink, and led the way in developing new roles such as the disaster information specialist and looking at our value via the MLA/Association of Academic Health Sciences Libraries (AAHSL) Ad Hoc Metrics Task Force. The Disaster Information Specialization Program will also be discussed at an open forum this afternoon. And the metrics task force continues its work in person and virtually.

Jerry Perry, who's also a positive thinker, tapped into our professional knowledge and skills, looked at our strengths, and asked us to step up and be proactive in shaping our future and the future of the profession. He charged a task force to study the feasibility of an MLA Academy of Teaching Excellence (MATE). As a result, the initiative is moving forward, and we look forward to receiving recommendations on how to further define and best implement such a program.

MATE, the Disaster Information Specialization Program, the MLA/AAHSL Ad Hoc Metrics Task Force, the Emerging MLA Leaders Task Force, and virtual meetings are all addressing specific concerns previously identified and endorsed as priorities by the MLA Board and by the membership and will continue in the coming year.

In addition, we will continue the association's commitment to recruiting a diverse community of librarians and potential librarians into medical and health sciences librarianship. We need the diversity of ideas and perspectives that comes from a broad membership with different experiences, beliefs, and points of view.

But we won't only continue past initiatives. We can and should look at expanding our membership base. As our 2012 McGovern Lecturer, Steven Johnson, told us on Monday, chance favors the connected mind, and diversity makes us smarter—not just cultural and demographic diversity, but intellectual diversity as well. The best problem solvers and innovators read, talk, and collaborate with a wide variety of people and consider a wide variety of ideas.

Next year, we meet in Boston in conjunction with the 11th International Congress on Medical Librarianship, the 7th International Conference of Animal Health Information Specialists, and the 6th International Clinical Librarian Conference. We have an excellent opportunity to foster and expand our international partnerships, extend our connections and collaborations, and welcome members from around the world into our midst. I'm looking forward to seeing the positive energy of One Health in action.

We'll look at expanding the definition of "librarianship" to include fields that do similar work but call their profession by another name: knowledge management, informatics, health education, to name a few. We'll explore ways to increase support for nontradi-

tional librarians and nontraditional career paths, and we'll look at others who work in our libraries and contribute to our success as potential members.

As we partner across borders and across professions, we will benefit from the influx of ideas, and we will also grow the association's resource that will allow us to grow services and still live within our means. The Membership Committee has already begun looking at this, and their report and recommendations will inform the thinking and planning process.

We'll also explore the feasibility of an Academy of Research Excellence in MLA to parallel the MATE. This academy would address the express interests of the membership in growing the association's role in and support of research.

While it takes these immediate steps, I'm proposing that MLA conduct the same sort of review, discussion, and thinking that we've done in our home institutions. I'm asking the MLA Board to charge a think tank, if you will, to produce a white paper addressing the future of the association and the profession.

The group's challenge will be to bring forward a dynamic, forward-facing vision and a strong, compelling case for growth and change. We will also ask the group—the think tank—to recommend an action plan for enacting the vision so that we can proactively start taking the first steps in a timely manner.

Many of us have done a good job of embracing change and reinventing ourselves and our libraries. We find that our knowledge and skills are still valuable and valued, though used in different ways. We found that as we've left some work behind, new work has opened up to us.

The same can be true of MLA. MLA's strengths in networking, publications, and continuing education remain valuable for its membership. But the association is also challenged to be more nimble, responsive, and up to date in its approach.

The think tank will need to review the survey and focus group results in more detail. They will also need to gather additional information, think about what we've learned, talk about it amongst themselves and with the membership, and synthesize all of this into a coherent message.

They'll focus on the big picture—on substance—and rethink what we're doing and how we're doing it. They'll think about repositioning the association and helping members change, leading the way, and modeling the behavior. We'll want the chapters, sections, SIGs, committees, and task forces to look to their membership and their areas of expertise and to contribute that knowledge to the process. We'll want to get additional input from the membership at large, both individually and in groups.

The think tank will have to manage both of these processes as part of their information gathering, and throughout the process, to get feedback to help shape the vision. I'm sure our think tank will have a lot of additional recommendations. We have a lot of work to do, but a lot of positive energy in the association to get it done.

I'm honored to be here speaking to you as MLA president. Thank you for giving me this opportunity. Thank you to Mark Funk for the idea of using [Poll] Everywhere and making it happen. And I wouldn't be here without the support and encouragement I have from my colleagues at the Taubman Health Sciences Library. Thank you. Thank you for all you do, have done, and will do.

And of course, to my husband Don, who brings love and support to my life in all things, including this, and who makes me laugh as no one else can. And thank you to the MLA staff and to you, the members of the association, who will be the ones who make this vision a reality. I'm looking forward to building our future with you.

At the completion of President Blumenthal's inaugural address, she invited J. Michael Homan, AHIP, FMLA, chair, and Heather Todd, cochair, of the 2013 National Program Committee (NPC), to give the official thank you for the 2012 annual meeting.

J. Michael Homan, AHIP, FMLA: Thank you, Jane. Heather, as you know, we are planning a special meeting for next year, and I'm interested in your thoughts on what made this meeting in Seattle such a big success.

Heather Todd: Well, thank you, Michael. Well, based on what I've observed in the last few days, the meeting succeeded because it had an abundance of two important ingredients. I was really impressed at how you really adopted the baseball metaphors and consumed a huge amount of coffee. [Laughter.] But I think the other reason for success is just the wonderful librarians I've met. And you're all so welcoming and you've just got so many skills, and I just look forward to having another meeting with you.

Mr. Homan: For the benefit of future researchers of the annual meeting programs who may ponder the Burj Khalifa rise in the use of baseball words, I propose the following resolution:

Whereas, the 2012 National Program Committee has succeeded in hitting out of the park with a winning annual meeting team; we have been transformed by our spring training for the season ahead with all-star performances by Steven Johnson and MLA's Janet Doe Lecture by Mark E. Funk, AHIP, FMLA. And we will gain more gamechanging knowledge from Wednesday's presentation by T. R. Reid and the distinguished panel on "Comparative Effectiveness Research: Trends and Issues";

And, whereas, the 2012 Local Assistance Committee welcomed us and introduced us all to the wonderful offerings of Seattle; and we have enjoyed local seafood dishes and strolling through wonderful galleries and museums; and we enjoyed the natural misting that makes this the emerald city full of rich greenery;

And, whereas, the MLA headquarters staff and professional meeting planners work with their usual knowledge and grace while multitasking to facilitate the 112th annual meeting of the association;

Therefore, be it resolved that the membership of the Medical Library Association extends its profound

appreciation and deep-felt thanks to the 2012 National Program Committee, the 2012 Local Assistance Committee, and the MLA headquarters staff and the professional meeting planners for their Hall of Fame effort in planning this wonderful annual meeting.

After applause, the membership adopted the motion by acclamation.

President Blumenthal then announced the winners of the MLA Scholarship Booth raffles and thanked everyone for their generosity.

Next, the cochairs of the 2013 National Program Committee, Mr. Homan and Ms. Todd, and Local Assistance Committee Cochairs Eric Albright, AHIP, and Sara McCord, AHIP, invited members to attend the 113th annual MLA meeting, the 11th International Congress on Medical Librarianship, the 7th International Conference of Animal Health Information Specialists, and the 6th International Clinical Librarian Conference to be held in Boston, MA.

At the conclusion of the invitation, President Blumenthal recognized Michelle Kraft, AHIP, the 2012/13 secretary of the MLA Board of Directors, who moved to adjourn the meeting. The motion carried, and the second business session of the 112th annual meeting was officially adjourned.

SECTION PROGRAMMING 1-4

Section programs were presented in four different time slots: Sunday, May 20, 4:30 p.m.–6:00 p.m.; Monday, May 21, 10:30 a.m.–noon and 2:00 p.m.–3:30 p.m.; and Tuesday, May 22, 2:00 p.m.–3:30 p.m. Abstracts of papers that were scheduled to be presented are available at http://www.mlanet.org/am/am2012/pdf/mla12_abstracts.pdf. The final version of the abstracts reflecting what was presented at the meeting is included as an online-only supplemental file to the January 2013 issue of the *Journal of the Medical Library Association*.

POSTER SESSIONS 1-3

Posters were presented in three different time slots: Sunday, May 20, 3:30 p.m.–4:30 p.m.; Monday, May 21, 3:30 p.m.–4:30 p.m.; and Tuesday, May 22, 1:00 p.m.–2:00 p.m. Poster abstracts that were scheduled to be presented are available at http://www.mlanet.org/am/am2012/pdf/mla12_abstracts.pdf. The final version of the abstracts reflecting only those posters presented at the meeting is included as an online-only supplemental file to the January 2013 issue of the *Journal of the Medical Library Association*. The actual posters are online in the MLA itinerary planner provided by eventScribe.

OTHER MEETINGS AND EVENTS

Pre-meeting activities

The MLA Board of Directors met on Thursday, May 17, and Friday, May 18, and continued on Wednesday, May 23. The Credentialing Committee met on

Friday, May 18. On Saturday, May 19, these MLA groups met: Chapter Council, Section Council, the 2013 section program planners, the 2013 National Program Committee, and the Nominating Committee. The NLM/AAHSL Leadership Fellows Program Leadership Institute also met that afternoon.

Sunday, May 20

On Sunday, May 20, these sections and SIGs met: Consumer and Patient Health Information Section (executive board meeting separately from the business meeting), Dental Section (business meeting), Department of the US Army Medical Command Libraries SIG, Educational Media and Technologies Section (business meeting), Hospital Libraries Section (executive board meeting separately from the business meeting and connection reception), Informationist SIG, International Cooperation Section (business meeting), Medical Informatics Section (business meeting), Nursing and Allied Health Resources Section (executive board meeting separately from the business meeting), Outreach SIG, and Technical Services Section (business meeting). Chapter treasurers, Fellows of MLA, *Journal of the Medical Library Association (JMLA)* Editorial Board, and Medical Library Group of Southern California and Arizona Advisory Council also met. The Research Section hosted the "Awards Judging Process Revealed." The following informal meetings were held: Jeffrey Drazen, editor-in-chief of the *New England Journal of Medicine*, on 200 years of medical news; DOCLINE Users Group Meeting; and Sewell Fund Recipient Reception.

Monday, May 21

On Monday, May 21, these MLA units met: 2014 National Program Committee; Ad Hoc Committee for Advocating Scholarly Communication; Awards Committee; Cancer Librarians Section (business meeting); Chiropractic Libraries Section (business meeting); Collection Development Section (board meeting and business meeting); Complementary and Alternative Medicine SIG; Corporate Information Services Section (business meeting); Council of Osteopathic Librarians/Osteopathic Libraries SIG; Department of Veterans Affairs Librarians SIG (meeting 1); Emerging MLA Leaders Task Force; Federal Libraries Section (business meeting); Governmental Relations Committee; History of the Health Sciences Section (business meeting); Hospital Libraries Section (committees meeting); Lesbian, Gay, Bisexual, and Transgendered Health Science Librarians SIG; Libraries in Curriculum SIG; Library Marketing SIG (meeting and program); Medical Library Education Section (business meeting); Molecular Biology and Genomics SIG; New Members SIG; Nursing and Allied Health Resources Section (business meeting); Pediatric SIG; Pharmacy and Drug Information Section (business meeting); Relevant Issues Section (business meeting); Retired Librarians SIG; section continuing education chairs; Southern Chapter (executive board meeting); Technology Advisory Committee; Translational Sciences

Collaboration SIG; Veterinary Medical Libraries Section (business meeting); and Vision Sciences SIG. Informal meetings included: AAHSL New Libraries Group; BIOBASE Knowledge Library; CrossMark Version Identification Service Overview; and One Great Collection, Two Simple Steps: An EBSCO Panel Discussion.

Tuesday, May 22

On Tuesday, May 22, a variety of MLA groups met: African American Medical Librarians Alliance SIG, Bylaws Committee, Chapter Continuing Education Chairs, Clinical Librarians and Evidence-Based Health Care SIG, Consumer and Patient Health Information Section (business meeting), Department of Veterans Affairs Librarians SIG (meeting 2), Health Association Libraries Section, Institutional Animal Care and Use SIG, Joint MLA/AAHSL Ad Hoc Metrics Task Force, Joseph Leiter NLM/MLA Lectureship Committee, Leadership and Management Section (business meeting), Librarians Without Borders® Advisory Committee, Membership Committee, Professional Recruitment and Retention Committee, Public Health/Health Administration Section (business meeting), Public Services Section (business meeting), Research Section (business meeting), Resource Sharing SIG, section treasurers, and Veterinary Medical Libraries Section (informal meeting). The following informal meetings were held: AAHSL Scholarly Communications Committee and "Transforming the Medical Library for the Future: Building Deeper Relationships with Physicians and Stronger Ties to Patient Care."

Wednesday, May 23

On Wednesday, May 23, the following groups met: Continuing Education Committee, Grants and Scholarships Committee, and Oral History Committee. The MLA Board of Directors held their second meeting.

OPEN FORUMS

Five open forums were held concurrently on Tuesday, May 22, from 3:30 p.m.–4:30 p.m. The open forums included:

- Gamechanging Resumes, Cover Letters, and Interviews
- International and National Outreach Programs: Learning from Each Other
- Leadership and Management Section Membership Survey Update
- MLA's Disaster Information Specialization Update
- Scholarly Communications

NATIONAL LIBRARY OF MEDICINE UPDATE

Betsy L. Humphreys, AHIP, FMLA, deputy director, National Library of Medicine (NLM), began the NLM Update, which took place on Tuesday, May 22 from 10:30 a.m.–11:30 a.m. Ms. Humphreys brought the audience up to date on NLM staffing changes and

new developments regarding meaningful use of electronic health records. A recording and slides from the NLM Update is available on MLANET. Jeffrey S. Reznick provided an update on the NLM Special Collections unit. Sheldon Kotzin, FMLA, gave an update on the systems NLM provides and the external dependence on these NLM systems.

LEGISLATIVE UPDATE

The Legislative Update took place Tuesday, May 22, from 11:30 a.m.–12:30 p.m. There was an overview of health funding, the Federal Research Public Access Act, efforts to expand the National Institutes of Health public policy to other federal agencies, and other timely and relevant information.

OTHER SPECIAL EVENTS AND RECEPTIONS

- Saturday, May 19:
 - Leaders Orientation, 3:00 p.m.–5:00 p.m.
 - Welcome Reception and Opening of the Hall of Exhibits, 5:30 p.m.–7:30 p.m.
- Sunday, May 20:
 - 24th Annual YBP Health Walk, 6:30 a.m.
 - Sunrise Yoga, 6:30 a.m.–7:30 a.m.
 - New Members/First-Time Attendees Program and Breakfast, 7:00 a.m.–9:00 a.m.
 - Chapter Council Presents Chapter Sharing Roundtables Luncheon, noon–2:00 p.m.
 - EBSCO Publishing Lunch & Learn, 12:30 p.m.–1:30 p.m.
 - International Visitors Reception, 6:00 p.m.–7:00 p.m.
 - Library School Reunion, 6:00 p.m.–7:00 p.m.
 - Section Shuffle, 6:00 p.m.–7:00 p.m.
- Monday, May 21:
 - Academy of Health Information Professionals Q&A Session, 1:30 p.m.–2:30 p.m.
- Tuesday, May 22:
 - Experience MLA Party, 7:30 p.m.–10:00 p.m.

SUNRISE SEMINARS

Exhibitors held Sunrise Seminars to provide information and to introduce new products and services. The following Sunrise Seminars were held:

- Sunday, May 20:
 - Building the Next-Generation Library: Digital Tools and Services for Research Impact, 7:00 a.m.–9:00 a.m.
 - Evidence-Based Nursing and Allied Health Resources: Improve Patient Outcomes, 7:00 a.m.–9:00 a.m.
 - A Librarian's Guide to Implementing Evidence, 7:00 a.m.–9:00 a.m.
- Monday, May 21:
 - National Library of Medicine: NLM Online Users' Meeting, 7:00 a.m.–8:15 a.m.
 - American Psychological Association's Sunrise Seminar, 7:00 a.m.–9:00 a.m.
 - Computerized Physician Order Entry (CPOE), Order Sets, Meaningful Use: How Librarians Fit In, 7:00 a.m.–9:00 a.m.

- What's New in Cochrane?, 7:00 a.m.–9:00 a.m. Tuesday, May 22:
- Embase: Enhancements to Support Evidence-Based Medicine Searches: An Update, 7:00 a.m.–9:00 a.m.
- Rittenhouse's R2 Digital Library: A Science, Technology, Medicine E-Book Platform, 7:00 a.m.–9:00 a.m.

TECHNOLOGY SHOWCASES

Twelve Technology Showcases were held Sunday through Tuesday:

- ASP Clinical Health: Advancing Health Care Education through Video, May 20, 12:30 p.m.–1:00 p.m.
- Innovations in Pediatric Digital Resources, May 20, 1:30 p.m.–2:00 p.m.
- Rittenhouse's R2 Digital Library: A Science, Technology, Medicine E-Book Platform, May 20, 2:30 p.m.–3:00 p.m.
- Digital Support Tools: DynaMed, May 20, 3:30 p.m.–4:00 p.m.
- uCentral 2012: Can Your MEDLINE Do This?, May 20, 4:30 p.m.–5:00 p.m.
- STAT!Ref Mobile Apps: Providing Easy Access, May 21, 10:30 a.m.–11:00 a.m.
- BMJGroup CE Headquarters Tracks Continuing Medical Education across Your Evidence-Based Medicine Portfolio, May 21, 11:30 a.m.–noon
- Patient Education Reference Center, May 21, 1:30 p.m.–2:00 p.m.
- Decision Support Tools: CINAHL with Full Text and MEDLINE Complete, May 21, 2:30 p.m.–3:00 p.m.
- Decision Support Tools: Nursing Reference Center, May 21, 3:30 p.m.–4:00 p.m.
- Introduction to the JAMA Network, May 21, 4:30 p.m.–5:00 p.m.
- Rehabilitation Reference Center, May 22, 10:30 a.m.–11:00 a.m.

CONTINUING EDUCATION COURSES

The 2011/12 Continuing Education Committee offered the following courses to 380 attendees on May 18, 19, and 23, 2012. MLA hosted three eLearning opportunities during MLA '12. MLA members unable to attend the meeting were able to participate in live web-based versions of the courses (Friday, CE102W; Saturday, CE502W; and Wednesday, CE602W).

Friday, May 18

CE600, Optimize Your E-Learning Design and Development: A Hands-on Workshop. **Instructor:** Jan Buhmann, manager, Learning Technologies, PeaceHealth, Eugene, OR

CE100, "Doctor Speak" for Medical Librarians: Understanding Terminology, Tests, and Treatments: Part I: Medical Terminology. **Instructor:** Kathleen Moeller, AHIP, FMLA, director, Borland Health Sciences Library, University of Florida–Jacksonville

CE400, Cataloguing with Resource Description and Access (RDA). **Instructor:** Chamya P. Kinney, catalog

librarian, Cataloging and Metadata Center, UCLA Library, University of California–Los Angeles

CE700, Formulating a Research Plan Through Collaboration. **Instructors:** Heather N. Holmes, AHIP, clinical informationist, Medical Library, Summa Health System, Akron, OH, and Elizabeth M. LaRue, AHIP, assistant professor, Nursing Informatics, School of Nursing, University of Pittsburgh, Pittsburgh, PA

CE101, Standards Is Not a Four-Letter Word. **Instructor:** Katherine R. Stemmer Frumento, AHIP, director, Library Services, Greenwich Hospital, Greenwich, CT

CE701, Searching in Support of Systematic Review. **Instructors:** Janis Glover, AHIP, education services librarian, Cushing/Whitney Medical Library, Yale University, New Haven, CT, and Karen Odato, research and education librarian, Biomedical Libraries, Dartmouth College, Hanover, NH

CE702, Finding the Evidence: Evidence-Based Practice in Nursing. **Instructors:** Dolores Judkins, AHIP, head, Instruction, Research and Outreach, Library, Oregon Health & Science University–Portland, and Patrice O'Donovan, AHIP, library director, Portland Campus Library, Linfield College, Portland, OR

CE102, Introduction to Epidemiology for Librarians. **Instructor:** Kristine M. Alpi, AHIP, director, William Rand Kenan, Jr. Library of Veterinary Medicine, and adjunct assistant professor, Population Health and Pathobiology, College of Veterinary Medicine, North Carolina State University–Raleigh

CE300, Advanced Biomedical Literature Searching Using State-of-the-Art Next Generation Search Tools. **Instructors:** Yi-Bu Chen, program coordinator, and Meng Li, bioinformatics specialist, Bioinformatics Service Program, Norris Medical Library, University of Southern California–Los Angeles

Saturday, May 19

CE103, Statistical Literacy for Medical Librarians: Swimming in a Whirlpool of Conflicting Medical Claims. **Instructors:** Stephen D. Simon, independent statistical consultant, P. Mean Consulting, Leawood, KS, and Susan Sanders, AHIP, clinical medical librarian, Health Sciences Library, University of Missouri–Kansas City

CE401, Electronic Collection Development for Health and Medicine E-Libraries. **Instructor:** Diane K. Kovacs, web teacher, Kovacs Consulting Internet and Web Training, Brunswick, OH

CE104, "Doctor Speak" for Medical Librarians: Understanding Terminology, Tests, and Treatments: Part 2: Basic Clinical Skills: An Introduction to Laboratory Tests, Medical Imaging, and Common Drug Types. **Instructors:** Jennifer A. Lyon, AHIP, clinical research librarian; Linda Butson, AHIP, consumer health and community outreach librarian; Health Science Center Libraries, University of Florida–Gainesville; and Kathleen Moeller, AHIP, FMLA, director, Borland Health Sciences Library, University of Florida–Jacksonville

CE201, Redesigning Libraries for the 21st Century. **Instructor:** Logan Ludwig, AHIP, FMLA, Supreme Council, Knights of Columbus, Haven, CT

CE202, Do You Want to Be a Library Director: Knowledge, Skills, and Career Paths. **Instructors:** James Shedlock, AHIP, FMLA, director, Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL; Carol G. Jenkins, AHIP, FMLA, director, Health Sciences Library, University of North Carolina–Chapel Hill; and M. J. Tooley, AHIP, FMLA, executive director, Health Sciences and Human Services Library, University of Maryland–Baltimore

CE301, Finding Drug Information, or How to Think and Act Like a Pharmacy Librarian. **Instructors:** KTL Vaughan, AHIP, pharmacy librarian, Health Sciences Library, and clinical professor, Eshelman School of Pharmacy, University of North Carolina–Chapel Hill, and Terry Ann Jankowski, AHIP, head, Information and Education Services, Health Sciences Library, University of Washington–Seattle

CE302, Microbial Genome Analysis and Comparisons: Web-Based Protocols and Resources. **Instructor:** Medha Bhagwat, informationist/bioinformatics specialist, National Institutes of Health Library, Bethesda, MD

CE303, ABCs of DNA: Unraveling the Mystery of Genetics Information for Consumers. **Instructor:** Terri Ottosen, AHIP, consumer health coordinator, National Network of Libraries of Medicine, Southeastern/Atlantic Region, Health Sciences and Human Services Library, University of Maryland–Baltimore

CE601, Promoting Health Literacy Through Easy-to-Read Material. **Instructor:** Cheryl Rowan, public health coordinator, National Network of Libraries of Medicine, South Central Region, Houston Academy of Medicine, Library, Texas Medical Center–Houston

CE703, Positioning the Professions: Science, Technology, and Medicine (STM) Publishing. **Instructors:** Jean Shipman, AHIP, FMLA, director, National Network of Libraries of Medicine, MidContinental Region, and National Library of Medicine Training Center, Spencer S. Eccles Health Sciences Library, University of Utah–Salt Lake City; John Tagler, vice president and executive director, Professional and Scholarly Publishing Division, Association of American Publishers, New York, NY; and Tom Richardson, director, Institutional Sales and Service, *New England Journal of Medicine*, Waltham, MA

CE304, Comprehensive Gene-Centered Information Search. **Instructors:** Meng Li, bioinformatics specialist, and Yi-Bu Chen, program coordinator, Bioinformatics Service Program, Norris Medical Library, University of Southern California–Los Angeles

CE305, Disaster Health Information Sources: The Basics. **Instructor:** Robin Featherstone, liaison librarian (medicine), McGill Life Sciences Library, McGill University, Montreal, QC, Canada

CE501, LINKED: An Intro to the Semantic Web for Medical Librarians and Biomedical Information Professionals. **Instructors:** Layne M. Johnson, translational science information specialist, Health Sciences

Library, and Jonathan Koffel, clinical information librarian, Bio-Medical Library, University of Minnesota–Minneapolis

CE502, App Therapy: Mobile Technology and Health Sciences Libraries. **Instructors:** Bart Ragon, associate director, Knowledge Integration, Research, and Technology, Claude Moore Health Sciences Library, University of Virginia–Charlottesville, and Gabriel R. Rios, deputy director, Lister Hill Library of the Health Sciences, University of Alabama–Birmingham

CE800, Managing and Revitalizing Your Career as a Medical Librarian: MLA symposium sponsored by the Hospital Libraries Section and Leadership and Management Section of MLA and Rittenhouse Book Distributors. **Speakers and panelists:** Heather Krasna, director, Career Services, Evans School of Public Affairs, University of Washington–Seattle; Elizabeth Atcheson, Blue Bridge Career Coaching, Seattle, WA; Joyce E. B. Backus, deputy associate director, Library Operations, National Library of Medicine, Bethesda, MD; Tania Bardyn, AHIP, associate dean, University Libraries, and director, Health Sciences Library, University of Washington–Seattle; Colleen Cuddy, AHIP, director, Samuel J. Wood Library and C. V. Starr Biomedical Information Center, Weil Cornell Medical College, New York, NY; Katherine R. Stemmer Frumento, AHIP, director, Library Services, Greenwich Hospital, Greenwich, CT; Charles J. Greenberg, AHIP, coordinator, Curriculum and Research Support, Harvey Cushing/John Hay Whitney Medical Library, Yale University, New Haven, CT; Pat Hawthorne, director, Library Organizational Development and Human Resources, Emory Libraries, Emory University, Atlanta, GA; and Lorri Zipperer, cybrarian, Zipperer Project Management, Albuquerque, NM

Wednesday, May 23

CE203, The Agile Librarian's Guide to Thriving in Any Institution. **Instructor:** Michelynn McKnight, AHIP, associate professor, School of Library and

Information Science, Louisiana State University–Baton Rouge

CE602, Forging a Path for Translational Science Support at Your Institution: A Roadmap for Success. **Instructors:** Kristi L. Holmes, bioinformaticist, and Cathy Sarli, AHIP, scholarly communications specialist, Becker Medical Library, School of Medicine, Washington University, St. Louis, MO

RESOURCES AND SERVICES

The Hospitality Center staffed by the 2012 Local Assistance Committee provided maps and information about local attractions. Part of the Registration Center, the Information Desk was a place for members to leave messages for MLA staff, the MLA Board of Directors, and colleagues. The Internet Room and Internet Café, sponsored by Elsevier, was located in the MLA Registration Center and provided twenty-four-hour Internet and wireless access. The Job Placement Center was open Saturday, May 19, through Wednesday, May 23, for job seekers and employers looking to hire. A Member Resource Room provided access to computers, printers, and photocopiers for MLA business.

The MLA Booth and Scholarship Booth/MLA Store were located in the Hall of Exhibits. The Section Council and Chapter Council area were part of the MLA Booth. The MLA '13 booth was located in the Hall of Exhibits. The Hall of Exhibits was open Saturday, May 19, through Tuesday, May 22.

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